



Industry Trends & Insights

Wizard of Lightbulb Moments

With 2022 in the rearview mirror, many are hopeful that 2023 will paint a different picture. However, battles still lay before all aspects of the food industry and consumers are looking to you as an ally. Clients and consumers don't want you to be the hero. THEY are the heroes in their lives. You are their guide. By buying or using your products, you guide them to become the hero in their own lives.

Inflation/Recession, the Russia-Ukraine conflict, and COVID-19 are behaving as independent parental forces, each having their effect on trends and consumers. They will resolve at different rates which will independently influence consumer behavior. As the year progresses, we will experience certain trends accelerating while others reverse or change direction. Culinary Tides, Inc.'s Shifting Sands Forecast: Shaping the Food Industry in 2023/24 is designed to cover any shifts in patterns that will be experienced in the coming year and into 2024 so clients are protected throughout the year and can shift strategy if needed. The report also explains where the trends are coming from, what their birth patterns mean, how long they are going to last, and where they may show up next. To be aware that a trend exists is of no strategic value unless you understand why it has occurred and what could possibly change its course. Without this information, a company can be blindsided when a trend shifts. And they always shift.

Stay tuned for our Webinar giving a peek into the report- Friday March 3rd, 2023 at 1pm ET. Of the 200+ trend lists that we cross analyzed in our report, here are a few that stood out:

Walgreens IDs 10 Health & Wellness Trends For 2023

Keeping immune systems boosted: Getting sick makes life more inconvenient, and people want to take preventive measures to avoid getting sick and do so in a way that benefits their whole self. Walgreens said it is developing or purchasing products to meet this shift. **'Dr. Me':** Owned brand commercialization manager Tom Johnsen describes a trend he's observed that he calls "Dr. Me." This basically means that people are trying to take care of themselves, or rely on caregivers, at home, for as long as they can. **Ingredients found in nature:** Down with dyes, added sugars and chemicals. Bring on clean, recognizable ingredients we might find in our pantry. Younger shoppers are growing more critical of ingredients in traditional over-the-counter products. **Clean ingredients, please:** In addition to ingredients found in nature, shoppers are also looking for transparency in ingredient lists and clean ingredients. **Sustainable products:** Among the many threats facing the globe, climate change stands out as an especially strong concern. As it fuels a global conversation about action, sustainably sourced and made products will continue to be in demand in 2023. **Relieving mental stress and increasing focus:** It's an increasingly digital world, and one where COVID-19 continues to impact lives and, consequently, mental health. **Getting the Zzzs we need:** busy schedules, screens and lasting impacts from COVID-19 have made stress management tougher on consumers and sleep more fleeting. **Symptom relief without another pill:** When it comes to pain relief, people are looking for alternatives to ingestible medications.



Source: Walgreens

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Plant Protein & Unexpected Alternates



Immune & Cognitive Function



Global Flavors & Regional dishes



Stress Relievers & Time Savers



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ADM Announces Global Trends Set to Drive Nutrition Innovation for 2023

Expanded Protein Choices: As technology natives Gen Z and Gen Alpha grow up, acceptance of applying scientific advancements to make our food will continue to become more commonplace, and practices like cellular agriculture, precision fermentation, hybrid products, and those with insect-based protein, are likely to flourish. **Balanced Wellness:** Emotional, mental, physical, and even spiritual health are increasingly seen by consumers as being intertwined, and as important as each other. **Proactive Personalization:** What works for one person's wellness may not be ideal for another's. A "one size fits all" strategy for health and eating has fallen away in favor of tailored, "better for me" approaches. **Trust and Traceability:** From soil to table, consumers want to know where their food comes from, who made it, and precisely what ingredients are included. They want to know how the product was produced and if the conditions of its production were humane. **Earth-Friendly Production:** Consumers are greatly focusing on reducing their own food waste, and they will expect the same from the brands they support. Consumers want proof of environmental rebuilding and restoration, as well. **Social Impact:** Using their voices and their purchasing power, consumers are demanding that companies practice fair and humane treatment of the people and animals involved in every aspect of production. **Experiential Eating:** While seeking out new and interesting flavor profiles, eaters also want to engage with fun and playful brands as part of the experience.



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The 2023 Food Trends You're About to See Everywhere



Tinned Fish Revolution: Sardines are appearing in shakshuka, flatbreads, pates, and tartines. Anchovies are making their way into frittatas, fried rice, and even potato salad. Mackerel is showing up on pizza, fish tacos, and fish stew. **Authenticity Over Shortcuts:** Sarah Brekke, Test Kitchen brand manager, is noticing the desire for recipes made the old school way. "I have been seeing development requests for more 'authentic' or regional recipes," she says. **Pasta Alternatives 2.0:** There was also a boom in recipes featuring fresh "noodles" made from zucchini, squash, and other produce. Expect to find more pasta options in the store made from spaghetti squash, hearts of palm, and even green bananas. **Dates Everywhere:** Dates are an ancient Middle Eastern fruit that date back to the

18th century. It is showing up more and more in commercial products and as a staple ingredient. Find them used as a natural sweetener in the form of syrups, sauces, and more. **Nostalgic Eats:** The social media world started to recreate dishes. Whole Foods reports you will also start seeing remixed versions of childhood favorites with a more wellness-focused twists in stores. Think macaroni and cheese, pizza bites, prebiotic soda, and more. **Regional Pizzas:** In New York or Naples, you might find yourself with a wood-fired, chewy-crunchy crust. Then there's Chicago with the cheese-on-the-bottom deep-dish pizza or a thick sheet-pan pizza á la Detroit-style. **Sweet and Savory Pairings:** The hot-and-sweet combination continues to be a trend, but the more savory-salty side of flavors along with sweet notes is on the rise. Instead of a normal caramel sauce, you might want to try making it with fish sauce to glaze over ribs. Or maybe you'll enjoy savory miso blended into buttercream for a cookie topper. On the spice side of things, chaat masala.

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Sources: ADM, BHG

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New Food Trends for 2023

Evolution of Plant-Based Foods after years of explosive growth, plant-based meat alternatives have stalled due to complaints about hyper-processing, taste and texture. Increasingly, consumers are interested in eating plants in a way that doesn't attempt to mimic meat. **Joy and Distractions** all things retro will be a major restaurant trend, including old-school cocktails and desserts like baked Alaska. Look for bold mash-ups, especially twists on Korean and Japanese food. Sushi pizza, cheeseburger spring rolls or spicy Korean chicken burritos, anyone? **Real and Recognizable** consumers will be more aware of highly processed foods and will prefer "real" over artificial, especially when it comes to low- and no-calorie sweeteners. **Thrift and Frugality** shoppers will be increasingly exploring money-saving strategies, such as buying in bulk, choosing cheaper private label brands, cooking from scratch and reducing food waste. **Drinks for a "Damp" Lifestyle** the sober curious crowd is growing due to health concerns, yet the latest approach is a "damp" lifestyle that's all about cutting back and drinking alcohol in moderation.

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Spirits Trends to Watch in 2023

Spending caution sees a return to established brands: We can expect to see drinkers retreat into their comfort zones when it comes to alcohol consumption. For many, down-trading might seem like the best way to maintain a certain level of lifestyle, but it comes with a risk. Consumers look to spend their money on recognizable, established brands that they trust to deliver a high-quality experience. **Alternative Mexican spirits come to the front:** the on-trade is starting to utilize these alternative spirits more because of their distinctive flavors. **Whisky makers turn to alternative flavor routes:** With peat becoming an increasingly unsustainable flavor source for the whisky industry, we are likely to see more brands turning to alternative methods of imparting taste into their liquids in 2023. **Flavored vodka keeps the category buoyant:** As the gin and Tequila sectors continue to rise in popularity, the current leader in the white spirits category, vodka, is going to need to up its game if it wants to stay relevant in 2023, and flavor innovations will help it retain the top spot. **Shōchū steps into the spotlight:** If 2022 was the year that Japan's national spirit got noticed in New York City, 2023 will be the year the rest of the world follows suit.

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Shifting Sands Forecast: Trends Shaping the Food Industry in 2023/24

A Culinary Tides, Inc. report with contributions from Menu Matters

Release Date: Late February 2023

What the spread of COVID-19 and Recession onset have caused, is an upending of key drivers and trends. It can be difficult to know **which trends are most likely to rise above the noise** in the New Year. It can be even more confusing trying to decide which will resonate most with your brand and customers. This report is a cross-analysis of **200+ prediction lists for 2023/24 put forth by 170+ industry experts**. In all, more than 1,600 individual predictions were evaluated for their potential during the coming year, with only the most well-supported predictions included.

The trends are broken down by macro and micro families, which help to establish their strengths and links to other existing trends. Overlooked trends were identified and added to the report by Culinary Tides, Inc and Menu Matters. Discover Navigation charts with "**Ah-Ha Moments**" you can use to navigate trends affecting your playground. Each chart focuses on evolving consumer drivers to help focus messaging and products as the year unfolds. By utilizing streaming intelligence techniques, the forecasts anticipate upcoming changes to trend and consumer behavior patterns that will emerge throughout 2023 and into 2024. This helps to translate fragmented trend lists, into actionable strategic intelligence.

Sources: Hartman, The Spriti Business

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